

DRAFT PROGRAM

3rd World Conference on Smoking and Health

New York City - Waldorf Astoria Hotel

June 2, 3, 4, 5, 1975

Sponsored by

American Cancer Society and National Cancer Institute (U.S.A.)

1. Opening Plenary Session

The Conference will begin Monday morning, June 2, in a general plenary session. The session will include, in addition to greetings from sponsoring and co-operating organizations:

- an address covering recent research developments in health consequences of smoking and the health benefits of giving up smoking, as well as the health benefits resulting from reductions in tar, nicotine, CO content of cigarettes. Dr. Jesse L. Steinfel (U.S.)
- an address on the gains (and regression) in smoking trends around the world; the gains (and failures) in education, smoking cessation and governmental and social action to reduce smoking; the major problems and the outlook. Sir George Godber (U.K.)
- reports by representatives from the following regions as to special problems presented by tobacco in the particular region - Southeast Asia, Africa, Western Pacific, Latin America.

2. Five Conference Sections

On Monday afternoon, June 2, the Conference will break into five separate sections, running parallel throughout Tuesday, June 3, and Wednesday, June 4.

3. Closing Plenary Session

The Conference will close on Thursday morning, June 5, in a plenary session at which there will be reports from the five sections on the conclusions and recommendations reached by each section.

(Feb. 15, 1975)

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## SECTION I

### HEALTH CONSEQUENCES OF SMOKING

This section will open with a general session Monday afternoon, June 2 in which review papers will be given on the effects of smoking in relation to cancer, pulmonary disease, cardiovascular disease; pregnancy, the passive smoker; also on the benefits of stopping.

Starting Tuesday, there will be sub-sections dealing with smoking and cancer, smoking and cardiovascular disease, smoking and pulmonary disease, smoking and pregnancy.

The sub-section on smoking and cancer will have sessions on Tuesday morning, June 3, Tuesday afternoon, June 3 and Wednesday morning, June 4.

The sub-section on smoking and pulmonary disease will have sessions on Tuesday morning, June 3 and Tuesday afternoon, June 3.

The sub-section on smoking and cardiovascular disease will have one session on Wednesday morning, June 4.

The sub-section on smoking and pregnancy will have one session, Wednesday morning, June 4. There will be no separate session on the benefits of quitting or on the passive smoker.

#### I. General Session

Chairman: Dr. Jesse L. Steinfeld (U.S.)

Mon., June 2  
2:00 to 5:00

1. Consequences of smoking: Cancer (review) -  
Dr. E. Cuyler Hammond (U.S.)
2. Consequences of smoking: Pulmonary Disease (review) -  
Dr. C. M. Fletcher (U.K.)
3. Consequences of smoking: Cardiovascular Disease  
(review) - Dr. Jeremiah Stamler (U.S.)
4. Consequences of smoking: Pregnancy (review) -  
Dr. Neville Butler (U.K.)
5. Consequences of smoking: The Passive Smoker (review) -  
Dr. David Burns (U.S.)
6. Benefits of Stopping (review) -  
Dr. Daniel Horn (U.S.)

#### II. Smoking and Cancer

Chairman: Dr. E. Cuyler Hammond (U.S.)

##### A. Lung

Tues., June 3  
9:00 to 12:00  
and  
2:30 to 5:00

1. Overview: Impact of smoking  
on the occurrence of cancer
2. Japanese study: Smoking in  
relation to death rates from  
cancer

Dr. E. Cuyler Hammond  
(U.S.)

Dr. Takeshi Hirayama  
(Japan)

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3. Epidemiological evidence on relation between smoking habits and lung cancer Dr. M. A. Schneiderman (U.S.)
4. Smoking in relation to histologic changes in bronchial epithelium Dr. Oscar Auerbach (U.S.)
5. Cytological changes in relation to smoking Dr. Geno Saccamanno (U.S.)
6. Discussion of evidence on smoking and lung cancer Dr. N. N. Napalkov (USSR)

B. Sites other than Lung

1. Smoking in relation to cancer of the mouth, tongue and lip Dr. Condict Moore (U.S.)
2. Smoking in relation to cancer of pharynx, larynx, esophagus, bladder, other sites except lung Dr. Ernst Wynder (U.S.)

C. General and Theoretical

Wed. June 4

- 9:00 to 12:00
1. Multiple factor interaction Dr. Irving Selikoff (U.S.)
  2. Dosage factor (age began, amount, inhalation) Dr. E. Cuyler Hammond (U.S.)
  3. Effects of giving up smoking Mr. Lawrence Garfinkel (U.S.)
  4. What additional information would be useful: Panel, Dr. Gio B. Gori, Chairman

III. Consequences of Smoking: Pulmonary

Chairman: Dr. C. M. Fletcher (U.K.)

Tues., June 3

- 9:00 to 12:00
1. Smoking and lung function: epidemiological evidence Dr. B. J. Ferris (U.S.)
  2. Smoking and lung function: laboratory evidence Dr. D. B. Bates (Canada)
  3. Smoking and bronchial clearance Dr. M. T. Newhouse (Canada)

Tues., June 3

- 2:30 to 5:00
- Chairman: Dr. Oscar Auerbach (U.S.)
1. Experimental and human pathology (pulmonary) in relation to smoking Dr. Oscar Auerbach (U.S.)
  2. Acute and chronic smoking inhalation studies in rats Dr. Paul Nettesheim (U.S.)
  3. Evidence for pre-clinical lesions in lungs of early smokers Dr. Jerome Kleinerman (U.S.)
  4. Reduced risk of pulmonary disease consequent to cessation of smoking Dr. Hiram Williams (U.S.)

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Wed. June 4  
9:00 to 12:00

IV. Consequences of Smoking: Pregnancy  
Chairman: Dr. Neville Butler (U.K.)

- |                                   |                       |        |
|-----------------------------------|-----------------------|--------|
| 1. Epidemiological considerations | Dr. Neville Butler    | (U.K.) |
| 2. Intrauterine studies           | Dr. Geoffrey Dawes    | (U.K.) |
| 3. Statistical aspects            | Dr. Harvey Goldstein  | (U.S.) |
| 4. Physiological studies          | Dr. Lawrence B. Longo | (U.S.) |

Wed. June 4  
9:00 to 12:00

V. Consequences of Smoking: Cardiovascular  
Chairman: Dr. Jeremiah Stamler (U.S.)

- |   |                       |           |
|---|-----------------------|-----------|
| 1. Epidemiological studies in the United States on smoking and coronary heart disease       | Dr. Jeremiah Stamler  | (U.S.)    |
| 2. Epidemiological studies in the United Kingdom on smoking and coronary heart disease      | Dr. Donald W. Reid    | (U.K.)    |
| 3. Studies in Scandinavia and Western European countries                                    | Dr. Lars Wilhelmsen   | (Sweden)  |
| 4. Studies in Poland and other Eastern European countries                                   | Dr. K. Gibinski       | (Poland)  |
| 5. Studies in Japan   | Dr. N. Kimura         | (Japan)   |
| 6. Epidemiological studies on smoking and cerebral vascular and peripheral vascular disease | Dr. William B. Kannel | (U.S.)    |
| 7. Studies on carbon monoxide, thiocyanide and nicotine                                     | Dr. Paol Astrup       | (Denmark) |

Wed. June 4  
2:00 to 5:00

General Session: Review and Discussion

- |                              |                        |        |
|------------------------------|------------------------|--------|
| 1. An evaluation and summary | Dr. Leonard H. Schuman | (U.S.) |
|------------------------------|------------------------|--------|

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## SECTION II

### MODIFYING THE RISK TO THE SMOKER

This section will open with a general session on Monday afternoon, June 2 in which there will be reports and discussion of general problems and opportunities related to the less harmful cigarette.

Tuesday morning and afternoon, there will be sub-sections running concurrently, in which there will be reports and discussion on the ways in which the particular ingredients of tobacco smoke are related to disease in different organs and systems: cancer, cardiovascular disease, and chronic pulmonary disease.

Wednesday morning, the section will reassemble in general session for reports and discussion on the technological aspects of our ability to reduce specific components of cigarette smoke; also the factor of public acceptance of these reductions.

Wednesday afternoon, the section will meet again in general session to hear and discuss recommendations on modifying the risk.

Mon. June 2  
2:00 to 6:00

#### I. General Session Chairman: Dr. Ernst L. Wynder

1. Relative risks of cigarette-related disease by type of cigarette smoked. Dr. Ernst L. Wynder (U.S.)
2. The physiochemical nature of cigarette smoke.  
Dr. Irwin Schmeltz (U.S.)
3. Methods for reduction of tar and nicotine levels in tobacco smoke.
  - a. Agricultural methods Dr. T. C. Tso (U.S.)
  - b. Filtration techniques Dr. Charles Keith (U.S.)
  - c. Tobacco modifications Dr. Howard M. Walter (U.S.)
4. Reduction of tar and nicotine levels in different countries during the last two decades:
  - a. U.S.A. Dr. Thomas B. Owen
  - b. United Kingdom Dr. Donald W. Reid
  - c. Germany Dr. D. Schmahl
  - d. Austria Dr. Hans Kuhn
  - e. Sweden Dr. Lasse Hjern
5. Less harmful ways of smoking related to cigar/pipe smoking, inhalation, butt length, etc. (epidemiological data): Dr. Irwin D. J. Bross (U.S.)

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Tues. June 3  
9:00 to 12:00  
and  
2:30 to 5:30

II. Relation of Smoke Components to Cancer  
(Including cancers of the upper alimentary tract, larynx, lung and bladder)

Co-Chairmen: Dr. Dietrich Hoffman (U.S.), Dr. Gio B. Gori (U.S.)

1. Methodology for determining the possible beneficial effect of the less harmful cigarette on the risk of cancer. Mr. Lawrence Garfinkel (U.S.)
2. Chemical identification in tobacco smoke of (a) carcinogens, (b) promoters, (c) co-carcinogens.  
Panel: Dr. Dietrich Hoffman (U.S.), Dr. H. Harke (Germany), Dr. H. F. Guerin (U.S.)
3. Chemical and Biological Identification of tumorigenic components of tobacco.  
Panel: Dr. Fred G. Bock (U.S.), Dr. Stephen Hecht (U.S.), Dr. Bhaskara Reddy (India)
4. Biological evaluation of carcinogens in tobacco smoke.  
Panel: Dr. W. Dentenwill (Germany), Dr. Gio B. Gori (U.S.), Dr. Robert Maronpot (U.S.)
5. Chemical and biological evaluation of tobacco substitutes  
Panel: Dr. Roland K. Kunkel (U.S.), Dr. D. M. Conning (U.K.)
6. Summation: Relative significance of various tobacco smoke components in the etiology of cancer. Dr. B. L. Van Durren (U.S.)

Tues. June 3  
9:00 to 12:00  
and  
2:30 to 5:30

III. Relation of Smoke Components to Cardiovascular Disease

Co-Chairmen: Dr. Gardner C. McMillan (U.S.)  
Dr. Wilber E. Aronow (U.S.)

1. Methodology for determining the possible beneficial effect of the less harmful cigarette on the risk of cardiovascular disease: Dr. Tavia Gordon (U.S.)
2. Relative risk of myocardial infarction, cardiovascular disease and peripheral vascular disease by type of smoking.  
Panel: Dr. Manning Feinlich (U.S.), Dr. Leo Widmer (Switzerland)
3. The interrelationship of tobacco smoke components to hyperlipidemia and other risk factors in cardiovascular disease.  
Panel: Dr. Thomas R. Dawber (U.S.), Dr. Oglesby Paul (U.S.)

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4. The evidence for nicotine as an etiological factor.  
Panel: Dr. H. Schivelbein (Germany), Dr. Elliot Rapaport (U.S.), Dr. Ellen Weber (Germany), Dr. Henry C. McGill (U.S.) Dr. Peter Hill (U.S.)
5. The evidence for carbon monoxide as an etiological factor.  
Panel: Dr. Wilber S. Aronow (U.S.), Dr. Paul Astrup (Denmark), Dr. Keith P. Ball (U.K.), Dr. Nicholas Wald (U.K.)
6. The evidence for other components as etiological factors.  
Dr. Gardner C. McMillan (U.S.)
7. Summation: Relative significance of nicotine, CO and other smoke components in the etiology of cardiovascular disease. Dr. William B. Kannel (U.S.)

Tues. June 3  
9:00 to 12:00  
and  
2:30 to 5:30

IV. Relation of Smoke Components to Chronic Pulmonary Disease  
Co-Chairmen: Dr. Claude Lenfant (U.S.)  
Dr. Walter W. Holland (U.K.)

1. Methodology for determining the possible beneficial effects of the less harmful cigarette on the risk for emphysema and/or chronic bronchitis. Dr. Walter W. Holland (U.K.)
2. Relative risks of various tobacco usages for emphysema and/or chronic bronchitis.  
Panel: Dr. Ian T. Higgins (U.S.), Dr. Geoffrey Dean (U.K.)
3. Interrelation of tobacco smoke to other respiration irritants with respect to lung cancer, emphysema, and chronic bronchitis. Dr. Irving Selikoff (U.S.)
4. Etiological factors (particulate matter or volatile phase)  
Panel: Dr. Tore Dalhamn (Sweden), Dr. C. M. Fletcher (U.K.), Dr. Ragnar Rylander (Sweden), Dr. Charles J. Kensler (U.S.), Dr. Louis Diamond (U.S.)
5. Summation: Relative significance of various tobacco smoke components in the etiology of emphysema and/or chronic bronchitis. Dr. John P. Wyatt (U.S.)

Wed., June 4  
9:00 to 12:00

V. Technological Aspects of Reducing Specific Components in Cigarette Smoke, and Consumer Acceptance of such Reduction  
Co-Chairmen: Dr. R. C. Tso (U.S.), Dr. Hans Kuhn (Austria)

- |   |                               |
|---|-------------------------------|
| 1. Total particulate matter                       | Dr. Gio B. Gori (U.S.)        |
| 2. Nicotine                                       | Dr. Hans Kuhn (Austria)       |
| 3. PAH  | Dr. Dietrich Hoffman (U.S.)   |
| 4. Carbon Monoxide                                | Dr. Donald Tiggelbeck (U.S.)  |
| 5. Phenolic components                            | Dr. Charles J. Kensler (U.S.) |
| 6. Cilia toxic components                         | Dr. S. T. Batista (U.S.)      |
| 7. Nitrosamines                                   | Dr. Stephen Hecht (U.S.)      |
| 8. Other (i.e. NO <sub>2</sub> , B-naphthalamine) | - Dr. Fred G. Bock (U.S.)     |

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### SECTION III

#### EDUCATION ON SMOKING

This section will meet in plenary meeting on Monday afternoon June 2 and will hear status reports on education on smoking with respect to (a) adults (b) school age children (c) mass media (d) key professional groups.

Starting Tuesday morning and continuing through Wednesday afternoon this section will break down into four parallel sub-sections running simultaneously.

The full section will reconvene in plenary meeting the latter part of Wednesday afternoon to review recommendations.

Monday June 2  
1:00 to 5:00

General Session: Status reports on different aspects of education on smoking

Chairman: Dr. William Griffiths (U.S.)

1. Changing the smoking habits of adults - Mr. Norman Mc Abee, Jr. (U.S.)
2. Positive smoking education programs for the school age child - Mr. Roy Davis (U.S.)
3. The mass media anti-smoking campaign around the world - Paula Green (U.S.)
4. The role of the key health professional in smoking education - Dr. T. Egsmose (Denmark)
5. Charge to the workshops - Mr. Walter James (U.S.)

Tuesday June 3  
9:00 to 12:00

#### I. SUB-SECTION ON MASS MEDIA

Chairman: Mr. Emerson Foote (U.S.)

1. British Health Education Council experience with the purchase of time for TV spots - Mr. A.C.L. Mackie
2. Canadian model of cooperation between government and voluntary agencies and Canadian Broadcasting Service - Dr. H. Colburn
3. A survey of U.S.A. activities directed to women - Mr. Wilson Seibert
4. The mass media campaign in Australia - Dr. Nigel Gray

Tuesday June 3 )  
2:30 to 5:00 )  
through )  
Wednesday June 4 )  
2:00 to 5:00 )

Discussion workshops ending with formulation and consideration of recommendations.

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Tuesday June 1  
9:00 to 12:00

II. SUB-SECTION ON PROGRAMS FOR ADULTS  
Chairman: Dr. Andrzej Leksak (Poland)

1. A charge to the Adult Program Group - Mr. Charles Althafer (U.S.)
2. Situational analysis. Smoking control programs aimed at adult audiences.
  - a. United Kingdom and Europe - Dr. W. S. Parker (U.K.)
  - b. Canada - Dr. A. J. Philips
  - c. Industrial populations - Dr. H. Wayne Richmond (U.S.)
  - d. Involving the adult community in hospital smoking education programs - Mr. Glenn Hildebrand (U.S.)
  - e. Public utilization of medical tape libraries - Dr. Richard Butcher (U.S.)

Tuesday June 3  
2:30 to 5:00

1. Situational analysis: Women and cigarettes.  
Chairman: Helen S. Hill (U.S.)
  - a. Chronic disease aspects of cigarette smoking in the U.S. - Cheryl Cortinez (U.S.)
  - b. Profile of women's smoking habits in Canada and the United Kingdom - Gwen Rorke (Canada)
  - c. Profile of women's smoking habits in Western Europe - Annette Le Meitour-Kaplan (Switzerland)
  - d. Reactor panel: Frances Driscoll (U.S.), Jane Losie (U.S.) and Nancy Ringle (U.S.)

Wednesday June 4  
9:00 to 12:00

1. Non-Smokers rights:  
Chairman: Mr. O. D. Lewis (Canada)
  - a. The U. S. experience - Mr. Roger Schmidt
  - b. The cardio-pulmonary cripple - Dr. Charles Tate (U.S.)
  - c. Allergies and eyes - Dr. N. Epstein (Canada)
  - d. Smoke constituents - Dr. David Burns (U.S.)
  - e. Reactor panel - Dr. George Stewart (U.S.), Mrs. Jan Stephens (U.S.), Dr. Frederick Reamer (Germany)

Wednesday June 4  
2:00 to 5:00

Formulation and consideration of recommendations

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Tuesday June 3  
9:00 to 12:00

III. SUB-SECTION ON PROGRAMS FOR SCHOOL-AGE CHILDREN  
Chairman: Dr. Steven Ayres (U.S.)

1. The smoking habits of youths: 1967, 1971, 1975  
Present trends - Dr. Dorothy Green (U.S.)
2. Social influences that affect children and youth  
Dr. E. Dekker (Netherlands)
3. Intervening in social systems to make smoking education  
more effective - Dr. Larry Green (U.S.)
4. Charge to the workshops - Mr. Sol Lifsen (U.S.)

Tuesday June 3  
2:30 to 5:00  
through  
Wednesday June 4  
2:00 to 5:00

Workshop sessions ending with formulation and consideration  
of recommendations. Discussion will cover these areas:

- a. What can be done to improve school curriculum with  
respect to anti-smoking content.
- b. What can be done to have teachers better prepared  
in health education related to smoking.
- c. What can schools do to influence the broader  
community regarding attitudes and practices in  
smoking.
- d. What happened to the recommendations of the 1st  
and 2nd World Conference on Smoking.

Tuesday, June 3  
9:00 to 12:00

IV. SUB-SECTION ON HEALTH PROFESSIONALS  
Chairman: Dr. E. Toft-Nielsen (Denmark)

1. Key health professionals as educators - Dr. Alfred Yarros  
(U.K.)
2. The exemplar role of key professionals - Joanne Lagerson  
(U.S.)
3. Prohibiting smoking in professional areas - Dr. Generoso  
Basa (Philippines)
4. Working with professional groups to increase priorities  
in smoking education - Dr. Theodor Abelin (Switzerland)
5. Charge to the workshops - Irene Hiscock (U.S.)

Tuesday June 3  
2:30 to 5:00

1. Workshops - Specific topics to be dealt with
  - a. Educators - Cynthia Hull (U.S.)
  - b. Exemplars - Mr. B. G. Loveless (U.S.)
  - c. Environment - Dr. George Harrell (U.S.)

Wed., June 4  
9:00 to 12:00

1. Success and failure stories on these subjects
  - persuading health professionals to modify their own  
smoking habits.
  - altering institutional policies.
  - health professionals as personal health educators.

Friday, June 4  
2:00 to 5:00

Formulation and consideration of recommendations.

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#### SECTION IV

##### CESSATION ACTIVITIES

Monday, June 2  
2:00 to 5:00 p.m.

General Session: Status Reports on Cessation  
Methods

Chairman: Dr. Keith Ball (England)

1. Behavior Therapy Dr. Edward Lichtenstein (U.S.)
2. Hypnosis Dr. Martin Orne (U.S.)
3. Pharmacologic Intervention Dr. Murray Jarvik (U.S.)
4. Physician Intervention and Personal Health Counseling Dr. Geoffrey Rose (England)
5. Public Education Dr. Lars Ramstrom (Sweden)
6. Smoking Withdrawal Clinics (see Wednesday Afternoon)

Tuesday, June 3  
9:00 to 12:00 a.m.

Workshops on Cessation Methods

##### 1. Behavior Therapy

Chairman: Dr. Edward Lichtenstein (U.S.)  
Panel: Dr. J. C. Brengelmann (Germany)  
Dr. Joseph Cautela (U.S.)  
Dr. Steven Kopel (U.S.)

##### 2. Pharmacologic Intervention

Chairman: Dr. Murray Jarvik (U.S.)  
Panel: Dr. Ove Ferno (Sweden)  
Dr. Bo Brantmark (Sweden)  
Dr. Ian Stolerman (England)  
Dr. Ellen Gritz (U.S.)  
Dr. Jane Emele (U.S.)

##### 3. Public Education

Chairman: Dr. Lars N. Ramstrom (Sweden)  
Panel: Dr. Gisela Gastrin (Finland)  
Dr. Rosemarie Erben (Germany)

##### 4. Physical Intervention, Personal Health Counseling, Hypnosis

Chairmen: Dr. G. Rose (England); Dr. M. Orne (U.S.)  
Panel: Dr. Lars Wilhelmsen (Sweden)  
Dr. S. L. Syme (U.S.)  
Dr. K. P. Ball (England)  
Dr. Herbert Spiegel (U.S.)

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Tuesday, June 3  
2:30 to 5:00

Panel: Why Do So Many People Have So Much  
Difficulty Giving Up Smoking and  
What Can We Do About It

Chairman: Dr. Daniel Horn (U.S.)  
Panel: Dr. Jerome Jaffe (U.S.)  
Dr. Bernard Mausner (U.S.)  
Dr. M.A.H. Russell (England)

Wednesday, June 4  
9:00 to 12:00

#### SYMPOSIUMS

##### 1. Research Methodology in Smoking Cessation

Chairman: Dr. Douglas Bernstein (U.S.)  
Panel: Dr. Bruce Straits (U.S.)  
Dr. Caroline Keutzer (U.S.)  
Dr. Jerome Schwartz (U.S.)

##### 2. Guidelines for Organizing Smoking Withdrawal Clinics

Chairman: Dr. Lloyd A. Shewchuk (U.S.)  
Panel: Miss Laura Karenen (U.S.)  
Dr. Craig Caputo (U.S.)  
Miss Dee Burton (U.S.)  
Dr. J. C. Brengelmann (Germany)

##### 3. Committee on Conference Recommendations

Chairman: Dr. Don Frederickson (U.S.)  
Panel: Mr. George Saunders (U.S.)  
Mr. Joseph Chadwick (U.S.)

Wednesday, June 4  
2:00 to 3:30

#### Status Report on Smoking Cessation Clinics

Chairman: Dr. Branko Kesic (Yugoslavia)

- a. Report on U. S. and Canada:  
Dr. Jerome Schwartz (U.S.)
- b. Report on Europe, Asia, South America:  
Dr. Else-Lill Berglund (Norway)

Wednesday, June 4  
3:30 to 5:00

#### An Integrated Analysis of Smoking Cessation Methods

- a. Chairman and Keynote Address:  
Dr. Cyril Franks (U.S.)
- b. Panel Discussion (Chairman of the Workshops)

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SECTION V

GOVERNMENTAL AND SOCIAL ACTION

Monday, June 2  
1:30 to 5:00

General Session: Government and Social Action Around  
the World to Control Smoking

Chairman: Sir George Godber (U.K.)

1. Survey of legislative action by governments around the world. Dr. J. De Moerloose (WHO)
2. Survey of educational programs on smoking in Europe. Dr. W. Fritsche. (Germany)
3. Anti-smoking programs in several countries

a. Austria	Dr. M. Kunze
b. Canada	Dr. R. Taylor
c. England	Dr. J. Cornish
d. Poland	Dr. K. Gibinski
e. Sweden	Dr. G. Tibblin
f. United States	Mr. M. Pertschuk
g. U.S.S.R.	Dr. D. Loransky
h. Yugoslavia	Dr. D. Jakovljevic

Tuesday, June 3  
9:00 to 12:00

General Session: Special Approaches to Control of Smoking(I)

Chairman: Dr. M. Tottie (Sweden)

1. Phasing out tobacco
  - a. The economic and political aspects of phasing out tobacco. Dr. L. Kaprio (WHO)
  - b. The effects on a tobacco-dependent economy. Dr. V. Kalaidjev (Bulgaria)
2. "Pricing out" tobacco
  - a. Price as a factor in cigarette consumption. Dr. R. Miller (U.S.)
3. Prohibition of Advertising
  - a. The effect of the advertising ban on consumption. Professor J. Hamilton (U.S.)
  - b. Some problems in phasing out advertising. Dr. M. Daube (U.K.)
  - c. Should advertising be banned? Mr. K. Warnberg (Sweden)

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Tuesday June 3  
2:10 to 5:00

General Session: Special Approaches to Control of Smoking (II)

Chairman: Dr. L. Terry (U.S.)

1. Reducing tar, nicotine and CO levels in cigarettes
  - a. Methods for reducing tar, nicotine and CO levels in cigarettes; experiences in reducing these components in different countries. Dr. G. Gori (U.S.)
  - b. Taxing cigarettes according to tar content: Mr. Wm. E. Drayton, Jr. (U.S.)
2. Cessation Programs
  - a. Status of cessation programs around the world. Dr. J. Schwartz (U.S.)
3. Restriction on Smoking in Public Places
  - a. Governmental and Social action to restrict smoking in public places. Mr. J. F. Banzhaf, III (U.S.)

Wednesday,  
June 4  
9:00 to 12:00

General Session: Organizing for Action (I)

Chairman: Dr. C. Rosemond (U.S.)

1. The Expert Committee of WHO; a report. Dr. M. Akhmeteli
2. The Nordic Council; a report. Dr. O. Elo (Finland)
3. Organizing for action in Latin America; a proposal. Dr. D. Joly (PAHO)
4. Special Government Agencies.
  - a. The National Council on Smoking and Health, Norway  
Dr. K. Bjartveit
  - b. The Health Education Council, U.K.  
Dr. A. J. Dalzell-Ward
5. Voluntary Organizations
  - a. The role and performance of the voluntary organization in control of smoking. Dr. N. Gray (Australia)
  - b. Panel with Dr. Gray
    - (1) American Cancer Society: Mr. Alan Jonas
    - (2) ASH, England: Mr. Mike Daube
    - (3) Israel Cancer Association: Mr. D. Ben-Meir
    - (4) National Association on Smoking and Health, Norway: Mr. A. Aarflot
    - (5) National Interagency Council on Smoking and Health (USA): Mr. R. Schmidt

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Wednesday, . . . General Session: Voluntary Organizations Continued  
June 4  
1:30 to 2:30

Wednesday, . . . General Session: Recommendations on Governmental and  
June 4 Social Action  
2:45 to 5:15

Chairman: Sir George Godber (England)

1. Governmental Programs: Dr. F. Beske (Germany)
2. Motivating Governments to Act: Dr. B. As (Norway)
3. Adoption of recommendations.

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